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W. VanHavelingen

The World's Finest Roses

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1945

OREGON
GROWN
ROSES

Patented ROSE VARIETIES

-- Novelties

FINEST QUALITY

Two-year No. 1 Grade.

Postpaid Prices.



DOUGLAS MacARTHUR (Pat. 581)—\$1.50 each; 3 for \$3.75.

ALEZANE—Plant Pat. No. 116. Bud urn-shaped, reddish-brown; flowers cupped, opening to sorrel, unfurling to rich apricot; reverse of petals sorrel, striped with yellow veins. **\$1.25 each, 3 for \$3.15.**

ANZAC—Pat. applied for. Buds coral flushed golden at the base. As the flowers open the colors become lighter in tone, rosy lake and yellow. **\$1.50 each, 3 for \$3.75.**

APRICOT QUEEN—Plant Pat. No. 464. A lovely combination of orange and apricot at the base of the petals, merging to salmon-rose. Long pointed buds, with regular well placed petal arrangement in the open flower. Handsome leathery foliage. **\$1.25 each, 3 for \$3.15.**

BETTER TIMES—Plant Pat. No. 23. Long stems bearing pointed buds make this one of the best all-around red roses for cutting. Enchantingly fragrant. **\$1.25 each, 3 for \$3.15.**

BLANCHE MALLERIN—Plant Patent 594. This rose is clear white with blooms so perfect they look artificial. The buds are streamlined and come on erect, wiry stems. **\$1.50 each, 3 for \$3.75.**

CALIFORNIA—Plant Pat. No. 449. The color is a glorious shade of ruddy orange toned with saffron yellow, with the exterior of the broad petals overlaid with Saturn rose—a dual tone effect of indescribable richness and beauty. Flowers of enormous size. **\$1.50 each, 3 for \$3.75.**



MARK SULLIVAN—\$1.25 each; 3 for \$3.15
(Plant Patent Applied for)



PEARL HARBOR—\$1.50 each; 3 for \$3.75
(Plant Patent Applied for)

CHARLOTTE ARMSTRONG—(Pat. No. 455). A rose of most unusual color, blood-red in the bud, opening to cerise in hot weather and to spectrum-red in cool weather. Beautifully shaped buds and double high centered blooms. Foliage leathery, deep green, and highly resistant to mildew. An AARS winner. **\$1.50 each, 3 for \$3.75.**

CONTRAST—A superb shade of orange-rose, with reverse of petals a milk-white with basal bronze shading. Flowers full petaled, fairly fragrant, free flowering. **\$1.00 each, 3 for \$2.50.**

COUNTESS VANDAL—Plant Pat. No. 38. This beautiful rose has proven itself one of the finest ever created. Long buds of coppery bronze, suffused with soft gold. A prize winner. **\$1.25 each, 3 for \$3.15.**

CRIMSON GLORY—Plant Pat. No. 105. A beautifully modeled rose of deep crimson. It is a vigorous grower, producing an abundance of superb blooms with a dark velvety sheen, which are immense in the fall. Intensely fragrant. **\$1.50 each, 3 for \$3.75.**

CRIMSON KING—The velvety deep crimson blooms of this rose retain their color even in intense heat. Has vigorous, lustrous olive-green foliage. **\$1.50 each, 3 for \$3.75.**

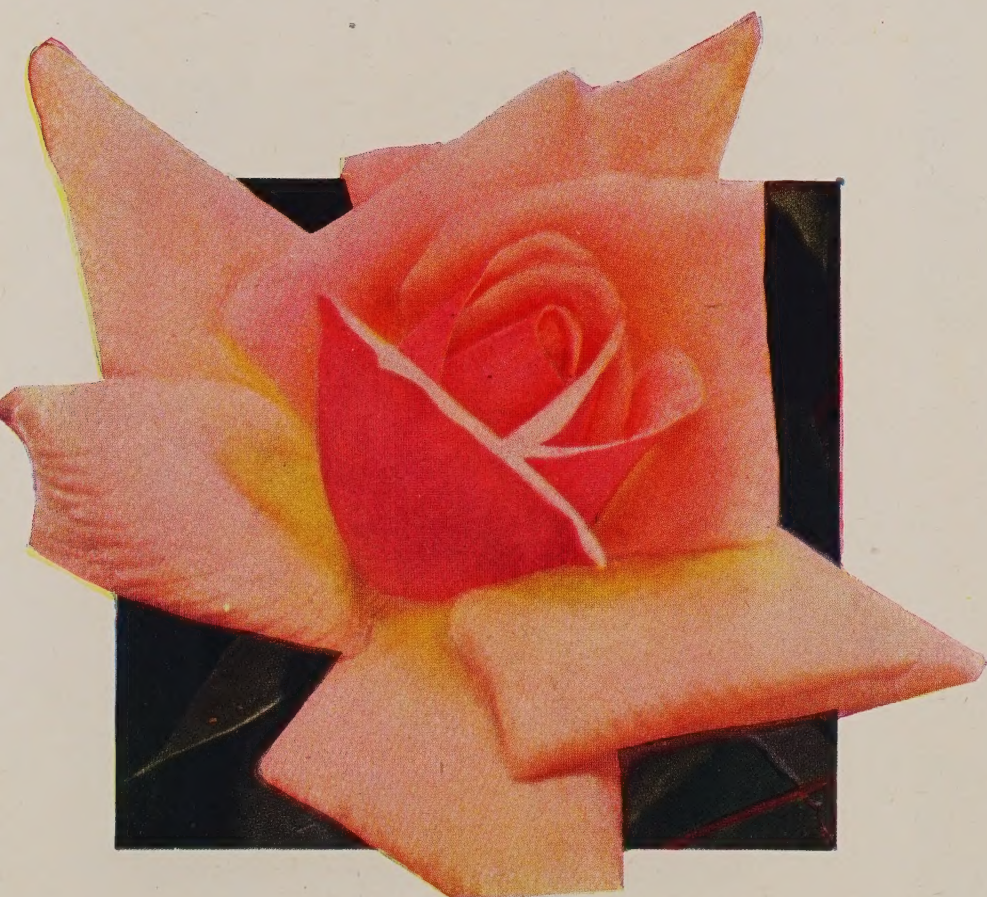
DOUGLAS MacARTHUR—Plant Patent 581. Tulip shaped buds open slowly into glorious flowers in a blend of rose, gold and salmon. Very vigorous, hardy, free-blooming. **\$1.50 each, 3 for \$3.75.**

ECLIPSE—Plant Pat. No. 172. Long streamlined bud, enhanced by ornamental sepals, is of rich gold. Petals are large and tough, but not numerous, averaging 20 to 25, with more in the autumn. **\$1.25 each, 3 for \$3.15.**

ETERNAL YOUTH—Plant Pat. No. 332. Perfectly formed long-pointed buds of soft pink, with yellow at the base of each petal. The full open flowers show graceful deep yellow stamens. **\$1.25 each, 3 for \$3.15.**



GRANDE DUCHESSE CHARLOTTE—\$1.50 each; 3 for \$3.75
(Patent Applied for)



COUNTESS VANDAL—\$1.25 each; 3 for \$3.15
(Plant Patent No. 38)



COPYRIGHT
ECLIPSE—\$1.25 each; 3 for \$3.15
(Plant Patent No. 172)



MME. HENRI GUILLOT—\$1.25 each; 3 for \$3.15
(C-P; Plant Patent No. 337)

FANTASTIQUE—Plant Patent 574. Color is soft-maize-yellow, with the edge of each petal feathered with carmine. The bush is compact growing 18 to 20 inches high and blooms very early and profusely. **\$1.50 each, 3 for \$3.75.**

FIESTA—The only real striped rose vermilion and yellow. **\$1.50 each, for \$3.75.**

FRED EDMUNDS—P.R.R. winner of 1944 All-America Regional Award. This rose is sensational. The beautiful long-shaped buds of burnt orange open to glorious blooms of vivid, glowing, coppery orange color which slowly changes to soft apricot, and the velvety-textured petals assume an artistic, crinkled form that is very pleasing. The plants are vigorous, and are furnished with glistening, olive-green foliage. Rich fruity fragrance. **\$2.00 each, 3 for \$5.00.**

GOOD NEWS—Plant Pat. No. 426. Here is a rose that produces quantities of glorious, full-petaled, fragrant blooms of choice color and form. The heart of the bloom as it opens is peach-pink and finishes silvery-pink. A really superb rose. **\$1.50 each, 3 for \$3.75.**

GRAND DUCHESSE CHARLOTTE—(Pat. applied for.) This rose provides a new shade of red such as may be seen on old tapestry, a color not known in any other rose. The beautiful long stream-lined buds are a rich claret color and open to firm-petaled blooms which do not fade but gradually change to begonia-rose. (See illustration on cover. AARS winner. **\$1.50 each, 3 for \$3.75.**

HEART'S DESIRE—Pat. 501. Exquisite, small slender buds of deep red open to a loose semi-double flower of deep velvety red which does not fade, and has a true rich old-time rose fragrance. **\$1.50 each, 3 for \$3.75.**

HECTOR DEANE—Plant Pat. No. 361. A radiant newcomer from Ireland. So fragrant is this rose that a single plant scents the whole garden with true old rose scent. The bud is crimson with a suggestion of orange in the depths, the orange diffusing as it opens, leaving at the heart only a clear circle of yellow. **\$1.25 each, 3 for \$3.15.**

MAJOR SHELLEY—Plant Pat. 447. A grand deep scarlet rose beautifully formed. Long-stemmed, vigorous upright grower, excellent foliage. **\$1.00 each; 3 for \$2.50.**



FRED EDMUNDS—\$2.00 each; 3 for \$5.00



R. M. S. QUEEN MARY—\$1.25 each; 3 for \$3.15
(Patent 249)

LADY MANDEVILLE—Plant Pat. No. 461. Large full fragrant flowers of warm rich yellow, deeply touched with amber. Plants upright, vigorous, disease-resistant. **\$1.50 each, 3 for \$3.75.**

MARK SULLIVAN—Plant Patent 599. Glowing blooms 4 to 4½ inches across. Base color golden yellow, heavily veined and shaded with deep rose-pink and cerise. Glossy foliage. **\$1.25 each, 3 for \$3.15.**

MARY HART—Plant Pat. No. 8. A striking red sport of Talisman. The bud is maroon-red, opening to well-formed flowers of deep velvety blood-red with an overflow of amber. Will not wilt or dry out when cut but opens perfectly. **\$1.00 each, 3 for \$2.50.**

MARY MARGARET McBRIDE—Plant Pat. No. 537. This lovely flower is the most alluring, shining, rose-pink variety in recent years. The long firm buds have a yellow base, and open slowly to large 45-petal blooms with a luscious, glowing rose-pink color. **\$1.50 each, 3 for \$3.75.**

MATADOR—Plant Pat. No. 170. Large, full, well-formed rose of scarlet-crimson with darker silky sheen on the reverse. Very perfumed, and one of the recommended new reds. **\$1.00 each, 3 for \$2.50.**

McGREY'S SALMON—Plant Pat. No. 410. The delightfully fragrant flowers are a beautiful shade of apricot-pink and are produced bountifully on a sturdy, vigorous bushy plant. Full dark green foliage. A distinct addition to the McGredy group of garden Roses. **\$1.50 each, 3 for \$3.75.**

McGREY'S SUNSET—Plant Pat. No. 317. The outside of the petals is a clear buttercup yellow, tipped orange, and the inside is chrome yellow flushed with scarlet as it opens. This rose is at its best when fully opened. **\$1.25 each, 3 for \$3.15.**

MISS CLIPPER—Pat. 522. This rose has long slender buds of pale salmon-shaded orange and yellow and is specially notable for its intoxicating fragrance. **\$1.25 each, 3 for \$3.15.**

MME. CHAS. MALLERIN—Plant Pat. No. 409. Four-inch flowers of flaming orange with a light flush of scarlet. Holds its color better than most of the high-colored varieties and the bushy plants really do bloom. **\$1.50 each, 3 for \$3.75.**



© COPYRIGHT

MARY MARGARET McBRIDE—\$1.50 each; 3 for \$3.75
(Plant Patent No. 537)



McGREY'S SUNSET—\$1.25 each; 3 for \$3.15
(Plant Patent No. 317)



© COPYRIGHT

REX ANDERSON—\$1.50 each; 3 for \$3.75
(Plant Patent No. 335)



MISS CLIPPER—\$1.25 each; 3 for \$3.15
(Patent 522)



CALIFORNIA—\$1.50 each; 3 for \$3.75
(Plant Patent 449)

MME. CHIANG KAI-SHEK—Patent applied for. All-America winner for 1943. The color is lemon-yellow fading to light yellow as the flower matures. A splendid tribute to a great lady. Bud and flower unusually large, foliage glossy, growth compact. **\$2.00 each, 3 for \$5.00.**

MME. HENRI GUILLOT—Plant Pat. No. 337. This rose is enchanting in its loveliness. Beautiful urn-shaped buds, delightful watermelon-pink in color, with glistening waxy foliage, makes this one of the loveliest roses in existence. **\$1.25 each, 3 for \$3.15.**

NARZISSE—Pat. applied for. Maize yellow. Those who grow this Rose will find it the most superb maize-yellow variety that has appeared for many years. The Apricot-yellow buds and maize-yellow blooms are exceptionally large and come erect on vigorous plants that are well furnished with large, leathery foliage. A real exhibition rose. **\$1.50 each, 3 for \$3.75.**

NEVILLE CHAMBERLAIN—Plant Pat. No. 428. The graceful slender buds are one of the most appealing characteristics of this exquisite new Rose from Belgium. Instant popularity was won because of its vigorous growth and exquisite, long-stemmed flowers. Buds are high-centered, burnt-orange in color, and open to exquisite blooms of salmon, overlaid rich bronze with a touch of orange at the base. **\$1.25 each, 3 for \$3.15.**

NIGHT—One of the darkest of all roses, deep crimson, shaded black and maroon. The buds and flowers are well shaped, quite double, and have a spicy clove and cinnamon fragrance. **\$1.00 each, 3 for \$2.50.**

PAN AMERICA—Plant Pat. No. 437. Reddish-orange buds unfold to show deep orange inside, and these bright hues diffuse into beautiful tawny yellow with outside of petals darker gold. Buds are long-ovoid, very effective. **\$1.50 each, 3 for \$3.75.**

PEARL ARBOR—Patent applied for. A plant of tremendous vigor which will grow and bloom freely under most adverse conditions. Two-toned flowers borne on long stems. Upper surface of petals is a delicate shell pink, under surface a vivid Tyrian rose. **\$1.50 each, 3 for \$3.75.**

PEARL S. BUCK—Plant Pat. No. 423. The pointed orange buds are freely produced on a vigorous growing bush, amply supplied with dark green foliage. Stems are long and excellent for cutting. As the bud opens, it lightens to a deep yellow with tinges of apricot. Delightful fragrance. **\$1.50 each, 3 for \$3.75.**

POINSETTIA—An exquisite flower of "poinsettia" scarlet. The buds are ideal in form, long and pointed, opening to glowing blooms of brilliant scarlet quite different from any other red rose. **\$1.00 each, 3 for \$2.50.**

RAMON BACH—Plant Pat. No. 366. Apricot-buff. The vigorous, healthy plants produce their immense apricot-buff blooms singly on erect, wiry stems, each flower a prize by itself. **\$1.00 each, 3 for \$2.50.**

REX ANDERSON—Plant Pat. No. 335. Handsome buds and flowers of great size. Cream turning pure white with age. Good form of the usual McGredy standard. Blooms are several on each stem and come in rapid succession. The plant is very vigorous, with handsome, dark green foliage. **\$1.50 each, 3 for \$3.75.**

ROME GLORY—Plant Pat. No. 304. Crimson-red buds, opening to full well formed, fragrant flowers of cerise-red. A most robust and vigorous plant, producing in quick succession long stemmed roses excellent for cutting. **\$1.50 each, 3 for \$3.75.**

ROSALEEN DUNN—Plant Pat. No. 483. Gorgeous, deep brick-red flower, interestingly shaped. Large and fragrant. Long, strong stems, ideal for cutting. Foliage dark green, disease-resistant. **\$1.50 each, 3 for \$3.75.**

ROSE D'OR—Plant Patent No. 482. From Gaujard, a glorious, unfading rose of pure gold. Continuous bloom; an accentuated form of Souvenir de Claudius Pernet with deepening touch of red. **\$1.50 each, 3 for \$3.75.**

R. M. S. QUEEN MARY—Plant Pat. No. 249. A glorious combination of vivid shades, blending rich glowing salmon with exquisite pure pink with an orange base. The roses are full and freely produced on strong vigorous plants. Deliciously perfumed. **\$1.25 each, 3 for \$3.15.**

SATURNIA—Plant Pat. No. 349. Flowers brilliant cardinal-red, reverse salmon-yellow and copper. Awarded gold medal given by Governor of Rome for best new Italian rose, Colle Oppio Rose Garden, Rome. **\$1.25 each, 3 for \$3.15.**

SANTA ANITA—Plant Pat. No. 539. The deep pink blooms are near perfection in form, and the spreading plants really bloom recklessly all during the hot weather. **\$1.00 each, 3 for \$2.50.**

SENSATION—This flower is scarlet-crimson, with maroon markings. The foliage is dark and free branching. The long pointed buds open to large double flowers. **\$1.00 each, 3 for \$2.50.**

SHANGRI-LA—Patent Rights Reserved. Long pointed perfect buds opening to show a rare combination of blush salmon and rose, delicately blended. Vigorous bush with ample rich deep green foliage. **\$1.50 each, 3 for \$3.75.**

SIERRA GLOW—Plant Patent 521. The long flaring light pink buds open out into many-petalled, high-centered flowers. Buff shade at the base of the petals and in center of the bloom. Rich fragrance. **\$1.50 each, 3 for \$3.75.**

SIGNORA—Plant Pat. No. 201. Long bud of warm burnt sienna, opening to a lighter hue toward mandarine. Tall growing plant with every bloom on a stiff long stem. A perfect cutting rose. **\$1.25 each, 3 for \$3.15.**

SONATA—Patent applied for. An exceptionally good rose. Long pointed intensely red buds opening to high-centered flowers whose color gradually lightens toward the central petals. Pleasingly fragrant. **\$1.50 each, 3 for \$3.75.**

SPUN GOLD—Plant Pat. No. 495. Buds are pure limpid gold, ovoid in form, retaining its high center, perfect form, and exceptional coloring until full blown. Foliage ample; glossy; deep red when new, changing to rich green. **\$1.50 each, 3 for \$3.75.**

STERLING—Plant Pat. No. 21. Long pointed buds of striking pink opening to well formed flowers with gold at the base of the petals. Very fragrant, does not turn blue when old. A strong vigorous plant bearing perfect cutting flowers. **\$1.25 each, 3 for \$3.15.**

THE CHIEF—Plant Pat. No. 456. The color of the bud varies with the weather from deep rose to flame, opening to a magnificently full flower of flame, coral and copper, changing to a beautiful shade of orange-pink as the flowers age. The blooms are borne singly on exceedingly long stems with plenty of thick, heavy, lasting petals. Rich fruity fragrance. A spreading vigorous plant remarkably resistant to mildew. **\$1.25 each, 3 for \$3.15.**



THE DOCTOR—\$1.00 each; 3 for \$2.50

THE DOCTOR—Long pointed buds of exquisite silvery pink, open to enormous blooms of the same uniform color, with a fragrance so intense that it can be detected many yards away. **\$1.00 each, 3 for \$2.50.**

TEXAS CENTENNIAL—Plant Patent 162. Magnificent large, full buds on strong stems. Color a bright glowing carmine-red, deeper in color in cool weather. A vigorous healthy plant with desirable free-flowering habit. **\$1.00 each, 3 for \$2.50.**

WILL ROGERS—Plant Pat. No. 256. A black velvety crimson maroon which holds its color until the last petal falls. Strong vigorous grower. Intensely fragrant. **\$1.00 each, 3 for \$2.50.**



CRIMSON GLORY—\$1.50 each; 3 for \$3.75
(Plant Patent No. 105)



McGREDY'S SALMON—\$1.50 each; 3 for \$3.75
(Plant Patent No. 410)

GENERAL LIST OF
"OREGON CROWN" ROSES

..©1943..

Popular But Not Patented Roses

OUR SELECTION
OF
ROSES
FOR YOUR
GARDEN

Lovely in any garden these 12
popular Roses will add color and
life for the garden and supply
many superb bouquets
for the home

85c Each
6 for \$4.50
12 for \$8.50

AUTUMN
MRS. P. S. DUPONT
ETOILE de
HOLLANDE
DAME EDITH HELEN
MCGREY'S YELLOW
CONDESA de
SASTAGO

MRS. SAM MCGREY
MCGREY'S YELLOW
MCGREY'S SCARLET
PINK DAWN
MME. JOSEPH PERRAUD
MCGREY'S IVORY



OREGON-GROWN

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PICTURE

AMI QUINARD—A vigorous profuse-blooming plant, with long pointed blackish-garnet buds, opening to loose, semi-double blooms which are so dark they seem almost black.

AUTUMN—The flowers are an unusual combination of deep burnt orange and pink, streaked with red. A strong upright grower with thick dark green glossy foliage.

BETTY UPRICHARD—Large, fragrant flowers of delicate salmon-pink, with reverse of petals carmine with a coppery sheen. A profuse bloomer on a tall upright plant.

CHRISTOPHER STONE—A scarlet-crimson rose, sensational for its form, color, fragrance, and freedom of bloom. The lovely pointed buds come singly on erect firm stems and open to vivid scarlet blooms with large heavy-textured petals which, in the fall, are veiled with a dusky nap of blackish crimson. Plants vigorous; foliage olive-green, and disease-resistant.

CONDESA DE SASTAGO—This rose simply stormed its way to the top with its rich unusual colors, delightful fragrance, and free bloom on plants of unusual vigor. The flowers are coppery-red inside, reverse of petals pure gold. Dark glossy foliage.

CYNTHIA—Buds are long, pointed and open to fully double flowers of rich coppery rose. An excellent cutting rose as well as effective for garden color. Tall upright grower.

DAINTY BESS—Slender salmon-rose buds opening to single medium sized flowers with crinkled and wavy petals of soft rose-pink. The brilliant crimson stamens make a very pleasing contrast.

DUQUESA DE PENARANDA—A beautiful rose with a coloring of orange-apricot backed with deeper coppery tones. A strong upright grower with plenty of clean bright foliage.



MME. JOSEPH PERRAUD



PRESIDENT HOOVER

ROSES - - *General List*

85 each. 3 for \$2.40; \$8.50 per dozen.

EDITH NELLIE PERKINS—Long pointed buds of oriental-red, shaded cerise-orange, opening to double lasting blooms which are salmon-pink inside and cerise-orange on the outside of the petals. A real favorite with all gardeners.

EDITOR McFARLAND—This rose is becoming increasingly popular each year. A strong upright grower and a continuous bloomer with long pointed pink buds with a glow of amber and a paler edge. One of the best pinks.

E. G. HILL—A great red rose. Massive blooms of deep crimson and scarlet, velvety on inside. Splendid for cutting. Unusually healthy foliage. A good grower.

ETOILE DE HOLLAND—The most popular red garden rose. Brilliant red blooms with beautiful oval buds. In the fall the blooms have a dark velvety sheen, making them almost blackish-red. Thrives everywhere and produces a fine lot of blooms throughout the season.

FRAU KARL DRUSCHKI—The old favorite white. Large double white, outer petals occasionally tinged with pink. Particularly recommended for cold climates.

GENERAL McARTHUR—Wonderful scarlet-crimson blooms on a strong erect plant. Highly perfumed, and a profuse bloomer.

GLOWING CARMINE—A delightful red rose aptly described in its name. Very double, pleasingly fragrant. An excellent red garden rose.

GOLDEN DAWN—Buds of rich straw yellow, splashed with crimson, opening to beautiful flowers of sunflower yellow, passing to lemon with age. Strong, vigorous and free-flowering with glossy olive-green disease-resistant foliage.



TALISMAN

GOLDEN RAPTURE—A splendid yellow rose of upright growth. The pure yellow buds are of ideal form. A splendid variety for cutting and for bedding.



SOUTHPORT



MRS. P. S. DuPONT



DAINTY BESS

HADLEY—A vigorous grower producing quantities of large flowers of an intense rich dazzling crimson-scarlet, shading to velvety crimson. Very fragrant.

HEINRICH WENDLAND—A truly wonderful rose here on the Pacific Coast. A strong upright plant, with dark green lustrous foliage, producing continuously beautiful roses of vivid nasturtium red on the inside of the petals, and golden yellow on the reverse. Fragrant and unfading.

HINRICH GAEDE—The most spectacular rose in the garden. Long pointed buds of nasturtium red, opening to double flowers of orange-yellow, flushed red. Dark, glossy foliage.

HOOSIER BEAUTY—An old-time favorite that is still sharing honors with some of the newer varieties. Long slender buds of dark red, opening to double blooms of almost perfect form, velvety red in color.

IMPERIAL POTENTATE—Glistening rose-carmine buds which open to full double flowers of shining rose-pink, produced on a strong growing plant, with fine foliage.

INNOCENCE—Well named for its pure beauty. Two rows of immense white petals surround the soft rose-shaded stamens. The delicate charm of this variety gives it great distinction.

IRISH FIREFLAME—Pointed buds of deep rich orange, splashed with crimson, opening to single flowers which are very attractive. A vigorous tall growing plant.

JOANNA HILL—The orange-yellow buds open to perfectly formed flowers of apricot, shading to cream-yellow at the outer edges of the petals. An excellent grower, with good foliage, and one of the finest yellow cutting roses.

K. A. VICTORIA—A favorite old white rose with shapely pointed buds, developing into double fragrant flowers of ivory-white.

LADY FORTEVIOT—Golden yellow flowers, changing to deep apricot. A vigorous bushy grower with glossy, bronzy green foliage.

LULU—The perfect boutonniere rose—always in demand for its beautiful lasting buds. The color is coral-apricot, and there is not a rose more exquisitely formed in the bud stage than Lulu. A "must have" for your garden.

MARGARET MCGREDDY—Orange-scarlet flowers, passing to carmine as the flower ages. A strong sturdy grower with plenty of dark green disease-resistant foliage. Always in bloom.

MCGREDDY'S IVORY—Extremely long buds of ivory-white opening to perfect double flowers. Vigorous grower, with glossy dark green foliage. Good in all climates.

MCGREDDY'S SCARLET—Vivid deep scarlet buds on long stems; every one long and slender and beautifully shaped. A very fine flowering, vigorous bush.

MCGREDDY'S YELLOW—Large buttercup-yellow buds of good form opening to fairly double blooms of clear light yellow. We like this rose for its clean clear color and dark healthy foliage.

MEV. G. A. VAN ROSSEM—Thick petaled, large orange-yellow flowers, heavily veined and suffused with red. A strong handsome bush that blooms very freely throughout the summer.

MME. EDOUARD HERRIOT—Buds a red-hot copper shade becoming a softer coral tint as they open. The famous "Daily Mail" rose. Early flowering. Very hardy.

MME. JOSEPH PERRAUD—Baggabelle Gold Medal winner. Long slender buds of nasturtium-orange opening into fragrant blooms of nasturtium-buff, tipped shell pink at the petal edge.

MME. JULES BOUCHET—Medium size white roses, slightly flushed pink at the center. Delightfully fragrant and always in bloom.

MRS. E. P. THOM—The best bedding rose we have today. Perfectly formed buds of a deep rich lemon yellow, coming in quick profusion. Foliage dark bronzy green.

MRS. PIERRE S. DUPONT—Medium-sized, long-pointed buds of reddish gold, opening to semi-double flowers of rich golden yellow. Continuous bloomer. Fine dark green foliage.

MRS. SAM MCGREDDY—A beautiful coppery-scarlet-orange, heavily flushed with Lincoln red on the outside of the petals. The flowers are of medium size and are freely produced and delicately perfumed.

PHYLLIS GOLD—Very vigorous free flowering. High centered double flowers with broad petals of deep butter yellow lighter at the edges. Foliage a rich olive green. Very fine.

PICTURE—A rose of medium size but exquisite form. Every bloom is a "picture". The color is a rich pink with warm undertones of salmon which make the color cheerful and glowing. The plant is strong and vigorous and produces one continuous burst of bloom after another all through the season.

PINK DAWN—Long, well-shaped buds opening to full centered flowers of deep rose-pink with a bronze and gold base. A strong upright grower, and an excellent cutting rose.

PINK RADIANCE—The carmine-pink which is so popular in the East, Middle-west and South. A vigorous grower.

PRES. HERBERT HOOVER—Cerise-pink, flame, scarlet, and yellow, blending into a most dazzling color effect, fading creamy-yellow and pink with age.

RAPTURE—A dark pink sport of Mme. Butterfly. Continuous bloomer producing perfectly formed flowers all season. An excellent plant with good foliage, and a fine rose for cutting.

RED RADIANCE—A sport of Radiance, producing bright cerise blooms on a strong vigorous plant.

SISTER THERESE—Buds are borne on extra long stiff stems. The flowers are golden yellow, sometimes streaked with red on the outer petals. A strong upright grower.

SOUTHPORT—One of the finest red roses introduced in recent years. Color is bright red, with a hint of gold at the heart of the bloom. Pleasing though not strong perfume. The plant is a vigorous grower and is continuously in bloom.

TALISMAN—A mixture of rose-red, orange and yellow, this rose has probably won more friends than any other rose. A fine cutting rose and continuous bloomer.

VICTORIA HARRINGTON—Pointed buds of blackish red, open into high-centered, dark red flowers. In the open blossoms the petals curl back, giving a distinct cactus form unmatched by other roses.

VILLE DE PARIS—One of the finest yellow roses. A clear double yellow without any other shadings. Fine glossy bronzy-green foliage that adds distinction to this rose.

RED RIPPLES—Patent applied for. An intense red that seems to sparkle on the wavy petaled flowers. Magnificent in mass plantings. Perfect for brilliant all-season bright color effect. **\$1.25 each, 3 for \$3.15.**

ROSE ELFE—A very double form of Eise Poulsen, silvery rose-pink in color. Gardenia-like flowers are about 2½ inches across, extremely double, coming freely all summer. **\$1.00 each, 3 for \$2.50.**

SMILES—Plant Pat. No. 331. Brilliant salmon-pink flowers, semi-double, 3 inches across, in great masses all the time and of great duration in all weathers. Medium growing plants with handsome foliage. **\$1.00 each, 3 for \$2.50.**

SNOWBANK—Plant Pat. No. 279. Large-flowering, low-growing plants. Buds are buff-orange, opening to semi-single, bluish white flowers and turning pure white with age, borne in large panicles. **\$1.25 each, 3 for \$3.15.**

SPRINGTIME—Plant Pat. No. 268. A mass of color from spring to the advent of winter frosts, the flower clusters of sparkling light rose-pink just over-topping a mound of healthy bright green foliage. **85c each, 3 for \$2.40.**

WORLD'S FAIR—Plant Pat. No. 362. The rose sensation of the great New York World's Fair, and named after that event. Large clusters of velvety, rich scarlet flowers almost hide the luxuriant foliage. The flowers are double hybrid-tea-size flowers, and have an alluring fragrance. **\$1.00 each, 3 for \$2.50.**

FLORIBUNDA ROSES

This group of roses is noted for its bushy habit of growth, permanence and continuity of bloom. Especially effective in mass plantings—should be planted 14 inches apart. In bloom from early spring until late frost.

PRICES AS LISTED — POSTPAID

CARILLON—Plant Patent No. 136. This rose has entrancing flame and coral hues. The graceful semi-double blooms are large and fragrant. A generous bloomer. Grows best in the north. **\$1.50 each, 3 for \$3.75.**

BETTY PRIOR—Plant Pat. No. 340. In the early spring, the single blooms resemble the flowers of a red-flowering dogwood tree, and are produced in great clusters. Blooms continuously throughout the season, opening a lively red color, and turning to delicate shell-pink as the flower ages. **\$1.00 each, 3 for \$2.50.**

DONALD PRIOR—Plant Patent No. 377. Immense clusters of graceful, brilliant red flowers. Plant is sturdy and vigorous and never out of bloom. **\$1.00 each, 3 for \$2.50.**

MME. CECIL BRUNNER—The famous little "Sweetheart Rose". Small perfect buds of seashell pink. The plant is a small wiry grower. **85c each, 3 for \$2.40.**

MRS. R. M. FINCH—A beautiful "Sweetheart" type rose, with flowers varying from rose-pink to light pink. A strong grower with good foliage. Always in bloom. **85c each, 3 for \$2.40.**

PINOCCHIO—Plant Patent No. 484. Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush. Pointed buds are rich salmon, blushed with gold at base, gradually changing to soft clear pink as the flowers open. **\$1.25 each, 3 for \$3.15.**



ROSE ELFE—\$1.00 each; 3 for \$2.50



COPYRIGHT
BLAZE (CLIMBER)—\$1.25 each; 3 for \$3.15

KING MIDAS—Plant Pat. No. 586. Deep gold flowers which are high-centered, tight buds and lovely large full flowers in clusters of four to six on a stem. Long-lasting, excellent for cutting. Plant vigorous in growth and richly clothed from the ground up with dark green leathery foliage. **\$1.50 each, 3 for \$3.75.**

CLI. MME. CECIL BRUNNER—The climbing form of the well-known "Sweetheart Rose". Small perfect buds of seashell pink. **85c each 3 for \$2.40.**

CLI. MME. EDOUARD HERRIOT—Large everblooming flowers of deep coral-rose. Earliest to bloom in the spring, and a lovely sight to see. **85c each, 3 for \$2.40.**

CLI. MRS. E. P. THOM—Everblooming double flowers of pure unfading yellow with rich dark green foliage. A sport of the popular bush form, producing quantities of perfect flowers. **85c each, 3 for \$2.40.**

PAUL'S SCARLET CLIMBER—A profuse spring bloomer, and probably the most popular red climber grown. **85c each, 3 for \$2.40.**

CLI. PICTURE—Patent 524. The popular rose Picture in an outstanding climber. Clear rose-pink buds with warm salmon undertone. Sweetly scented. **\$2.00 each, 3 for \$5.00.**

PRIMROSE—Mid-season. The rosette-shaped, primrose-yellow blooms hold their color better than others of this type, and pleasingly cover the plant for four weeks in the spring. Its remarkable frost hardiness commends this rose. **85c each, 3 for \$2.40.**

CLI. RED TALISMAN—The climbing sport of the bush variety, with all its fine qualities. Bud maroon-red, opening to well formed flowers of blood-red. **\$1.00 each, 3 for \$2.50.**

SILVER MOON—An appropriately named rose, producing one large crop of slightly fragrant, creamy white to pure white blooms of large size. **85c each, 3 for \$2.40.**

CLI. TALISMAN—Everblooming climbing form of the well-known Talisman. Sometimes larger and more brilliantly colored. Yellow with copper and red tones. **85c each, 3 for \$2.40.**

CLIMBER AND RAMBLER ROSES

Finest Quality — Two-year No. 1 Grade.

PRICES AS LISTED — POSTPAID

BLAZE—Plant Pat. No. 10. Everblooming scarlet climber. **\$1.25 each, 3 for \$3.15.**

CLI. DAINTY BESS—Very new is the climbing form of this beautiful single variety. Petals of pale pink open wide to display a contrasting center of tall red stamens. Everblooming. **85c each, 3 for \$2.40.**

DR. J. H. NICOLAS—Plant Pat. No. 457. Immense fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, with 50 fine-textured petals. Immediately after the first flowers fade, the new shoots appear and a galaxy of bloom repeats again and again. An ideal pillar rose that is hardy, long lasting, and fragrant. **\$1.50 each, 3 for \$3.75.**

CLI. ETOILE DE HOLLANDE—A good strong grower with plentiful foliage, producing brilliant dark red blooms with oval buds. Everblooming, and a favored red climber. **85c each, 3 for \$2.40.**

FLASH—Plant Pat. No. 396. A luminous orange-scarlet with the backs of the petals yellow, suffused with scarlet; center gleaming yellow and filled with golden anthers. Buds yellow, with scarlet suffusion. AARS winner. **\$1.00 each, 3 for \$2.50.**

CLI. GOLDEN DAWN—This handsome, light yellow climber produces fine large blooms in spring and blooms plentifully right up to late fall. Has a splendid fragrance. **\$1.50 each, 3 for \$3.75.**

CLI. GOLDEN RAPTURE—A glorious rich shining yellow rose producing hundreds of blooms. It will provide many long-stemmed, perfect buds for cutting. **\$1.50 each, 3 for \$3.75.**

CLI. HERBERT HOOVER—The famous President Hoover, with its multi-colored pink, yellow and buff flowers in a vigorous climber which produces blooms perfect in color and symmetry. **85c each, 3 for \$2.40.**

CLI. HOOSIER BEAUTY—Everblooming double flowers of dark velvety red. Long slender buds. **85c each, 3 for \$2.40.**



FLASH—\$1.00 each; 3 for \$2.50
(Plant Patent No. 395)

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FROM _____
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N. VAN HEVELINGEN

Grower of the World's Finest Roses

3870 N. E. Glisan Street

PORTLAND 13, OREGON

FOLD ON THIS LINE

This order blank is a self-contained mailing envelope. Fold along ruled lines and seal by moistening glued edge. Be sure your name and complete address are plainly written or printed on the other side of this blank.

ENV.-O-BLANK
TRADE MARK REG. IN U. S. PAT. OFFICE
STANLEY WESSEL & COMPANY
CHICAGO, ILLINOIS

BEAUTIFY YOUR GARDEN WITH THE *World's Finest* ROSES

OREGON-GROWN; NON-IRRIGATED

Our roses are grown at our 180-acre nursery on the Columbia River Highway, three miles east of the Portland city limits. Visitors are always welcome to go through our nursery and see the roses in bloom from June 15th to October 1st.

We have been growing quality roses for over 20 years, and our plants are all good, healthy, field-grown plants, budded on the best root stock, and each bush is labeled true-to-name. The greatest care is exercised in digging, packing, and shipping so that you will receive the plants in first-class condition.

BEFORE ORDERING BY MAIL PLEASE READ CAREFULLY

GUARANTEE — Every bush is guaranteed to be true-to-name, carefully selected and packed to arrive in good condition. If found otherwise, please return immediately at our expense and a new shipment will be sent you. The greatest precaution is exercised to keep all varieties true-to-name, and we do not substitute unless authorized to do so, and then under true labels only. Any plants proving otherwise will be replaced free of charge, but it is mutually agreed and understood that we will not be held liable for any amount greater than the purchase price.

When ordering give second choice.

Plants shipped by Parcel Post or Express should arrive in perfect condition. On opening package, if roots should be found to be dry, soak in water for 24 hours, or bury entire plant in wet soil for two or three days.

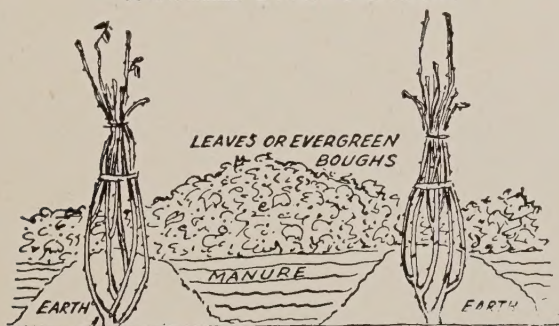
Special Discounts: A discount of 10% is offered on orders of fifty roses or more; 15% discount on orders of 100 or more; patented varieties excepted.

Terms: No C. O. D. shipments. Please send check or money order.

SHIPPING SEASON

Dormant Plants are shipped between the dates of October 20th and April 20th. Please indicate on your order the date you desire shipment made.

WINTER PROTECTION



In cold climates Roses need some extra protection over the winter. The earth should be mounded up around each plant just before the ground freezes. The intervening spaces can be filled with stable manure if it is available. After the ground freezes an additional covering of leaves and evergreen boughs prevent exposure to wind and sun.

HOW TO PLANT ROSES

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds, remove one spade-depth of soil and pile it on one side. This is "topsoil". Then remove a second spade-depth and pile it on the other side. This is "subsoil", to be taken away. This makes a trench 18 inches deep. Rose roots seldom go deeper. Loosen the bottom of the trench with a spading fork. Refill the trench with the topsoil, mixing it with a liberal amount of well-rotted manure, then finish the bed with good garden soil.

When planting roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots naturally and without crowding. Work very fine soil between the roots, and refill the hole a little at a time, always packing the soil hard on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. Prune the tops of the plants at about 6 to 8 inches above soil-level. This is very important if you desire to have a low compact bush that will produce large flowers.

CULTURAL HINTS

WATERING. Roses like plenty of water. Flood the beds once a week by placing the hose on the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

SPENT BLOOMS should be removed, cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next crop of blooms will spring from these eyes.

FERTILIZERS. In the early spring, mulch rose beds with either old cow manure, peat moss, or lawn clippings. Feed each plant a half teacup full of well-balanced commercial fertilizer every two months during the growing season.

CULTIVATE frequently around the roses. Do not allow the soil to bake and become hard at any time. Remember the roots breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

FOLIAGE TROUBLE is caused by atmospheric conditions, some years being more favorable than others, and an occasional dusting with a mixture of nine parts of dusting sulphur to one part of arsenate of lead will act as a preventative. For aphids, a spraying with nicotine or pyrethrum, following instructions on the bottle, will control these.

Glorify Your Garden by Planting

THE WORLD'S FINEST ROSES



Packing House and partial view of our 50 acres of Roses on our 180-acre Nursery, located conveniently 8 miles east of Portland on the scenic Columbia River Highway.



ROME GLORY—\$1.50 each; 3 for \$3.75
(Patent No. 304)

OUR ROSE FARM, located on the famous Columbia River Highway only 8 miles east of the downtown center of Portland, is open to visitors at any time. We recommend visits during the flowering season—from June 15th to October 1. The soil of our nursery is a rich sandy loam, which combined with the mild western Oregon climate makes a matchless quality in the roses we grow.

We ship only Number One grade roses; the choicest of our crop. These are all two-year-old plants, fully developed, properly cured and carefully packed to ship.

Over twenty years' experience in growing roses of the finest quality and the best varieties is our guarantee to you that van Hevelingen roses are truly "The World's Finest".

N. VAN HEVELINGEN

3870 N. E. GLISAN STREET

PORTLAND 13, OREGON